
State:	Arkansas	Filing Company:	AXA Equitable Life Insurance Company
TOI/Sub-TOI:	LTC03I Individual Long Term Care/LTC03I.001 Qualified		
Product Name:	Accelerated Death Benefit for Long-Term Care Services		
Project Name/Number:	Accelerated Death Benefit for Long-Term Care Services Sales Materials/GE-67921 (5/12) ET AL		

Filing at a Glance

Company:	AXA Equitable Life Insurance Company
Product Name:	Accelerated Death Benefit for Long-Term Care Services
State:	Arkansas
TOI:	LTC03I Individual Long Term Care
Sub-TOI:	LTC03I.001 Qualified
Filing Type:	Advertisement
Date Submitted:	09/07/2012
SERFF Tr Num:	ELAS-128572615
SERFF Status:	Closed-Approved
State Tr Num:	
State Status:	Approved-Closed
Co Tr Num:	
Implementation	On Approval
Date Requested:	
Author(s):	Audrey Arnold, Samra Mekbebe, Sabrena Lallmohamed, Jillian Rios
Reviewer(s):	Donna Lambert (primary)
Disposition Date:	10/10/2012
Disposition Status:	Approved
Implementation Date:	
State Filing Description:	

State: Arkansas
TOI/Sub-TOI: LTC03I Individual Long Term Care/LTC03I.001 Qualified
Product Name: Accelerated Death Benefit for Long-Term Care Services
Project Name/Number: Accelerated Death Benefit for Long-Term Care Services Sales Materials/GE-67921 (5/12) ET AL

Filing Company: AXA Equitable Life Insurance Company

General Information

Project Name: Accelerated Death Benefit for Long-Term Care Services Sales Materials Status of Filing in Domicile: Not Filed

Project Number: GE-67921 (5/12) ET AL

Requested Filing Mode: Review & Approval

Explanation for Combination/Other:

Submission Type: New Submission

Overall Rate Impact:

Deemer Date:

Submitted By: Audrey Arnold

Date Approved in Domicile:

Domicile Status Comments: We are not required to file Long-Term Care sales materials in our state of domicile, New York.

Market Type: Individual

Individual Market Type:

Filing Status Changed: 10/10/2012

State Status Changed: 10/10/2012

Created By: Audrey Arnold

Corresponding Filing Tracking Number:

Filing Description:

Leah Tomberlin

Vice President

Telephone: (212) 314-3068

Facsimile: (212) 707-7493

September 7, 2012

Mr. Jay Bradford

Department of Insurance

1200 W. Third Street

Little Rock, AR 72201-1904

Re: AXA Equitable Life Insurance Company

NAIC No.: 0968-62944 FEIN No.: 13-5570651

Form No.: GE-67921(5/12) – Accelerated Death Benefit for Long-Term Care Services

Client Presentation

Form No.: GE 68562 (5/12) – Accelerated Death Benefit for Long-Term Care Services/

Athena UL Client Testimonial Video and Script

SERFF Tracking Number: ELAS-128572615

Dear Commissioner Bradford:

Please be advised that the above-reference advertisement materials are being filed for your approval, which are to be used with our Long-Term Care Services Rider (LTCSR), R12-10, which was approved by the Department, on March 7, 2012 SERFF Tracking Number ELAS-128144833.

Please note that a concurrent filing of the identical forms referenced above are being submitted for use with products issued by MONY Life Insurance Company of America (SERFF Tracking Number ELAS-128572616) therefore we request that one

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Project Name/Number:	Accelerated Death Benefit for Long-Term Care Services Sales Materials/GE-67921 (5/12) ET AL		

reviewer be assigned all submissions.

The submitted advertisement materials should be categorized as an "Invitation to Inquire".

Form No. GE-67921 (5/12), "The Long-Term Care Services Rider (LTCSR) with a Life Insurance Policy", is the Long-Term Care Services Rider client presentation.

Form No. GE 68562 (5/12), is a Long-Term Care Services Rider/Athena Universal Life client testimonial video with an accompanying script. In order to accommodate the 3 megabyte requirement, the video is being submitted in three parts. Part 1 provides a detailed description of our Athena Universal Life product, Policy Number 11-100, which was approved by the Department on January 31, 2011, (SERFF Tracking Number ELAS-126978481, State Tracking Number 47786), and the Long-Term Care Services Rider from one of our financial professionals, Laurie Sall. Part 2 is client testimonial from an AXA Equitable policy holder, Earl Ishbia. Part 3 contains disclosures.

The content within the client presentation is identical for both AXA Equitable Life Insurance Company and MONY Life Insurance Company of America, except (as required) for the check boxes at the top of the first slide to distinguish the two companies.

The submitted advertisement materials will be used with our clients and prospects who would be shown this presentation and video in person by their life insurance agent or financial professional. They will, also, be given a kit that includes the product brochure/fact card for the applicable life insurance policy to which this optional rider can be purchased.

Form Nos. GE-67921 (5/12) and GE 68562 (5/12) will be preceded or accompanied by current product prospectuses and any applicable product prospectus supplements. These contain more complete information, including charges and expenses.

We certify that the client presentation achieves a Flesch Readability Score of 61.44.

We will submit the filing fee, in the amount of \$100.00, through EFT.

If additional information is needed, please do not hesitate to contact me, at (212) 314-3068.

Sincerely,

Leah Tomberlin
Vice President

Company and Contact

Filing Contact Information

Leah Tomberlin, Vice President
1290 Avenue of The Americas
13th Floor
New York, NY 10104

Leah.Tomberlin@axa-equitable.com
212-314-3068 [Phone]
212-314-4820 [FAX]

State: Arkansas **Filing Company:** AXA Equitable Life Insurance Company
TOI/Sub-TOI: LTC03I Individual Long Term Care/LTC03I.001 Qualified
Product Name: Accelerated Death Benefit for Long-Term Care Services
Project Name/Number: Accelerated Death Benefit for Long-Term Care Services Sales Materials/GE-67921 (5/12) ET AL

Filing Company Information

AXA Equitable Life Insurance Company
1290 Avenue of the Americas, 14-10
New York,, NY 10104
(212) 314-2921 ext. [Phone]

CoCode: 62944
Group Code: 968
Group Name:
FEIN Number: 13-5570651

State of Domicile: New York
Company Type: LIFE Insurance
State ID Number:

Filing Fees

Fee Required? No
Retaliatory? No
Fee Explanation:
Per Company: No

Company	Amount	Date Processed	Transaction #
AXA Equitable Life Insurance Company	\$100.00	09/07/2012	62481125

State:	Arkansas	Filing Company:	AXA Equitable Life Insurance Company
TOI/Sub-TOI:	LTC03I Individual Long Term Care/LTC03I.001 Qualified		
Product Name:	Accelerated Death Benefit for Long-Term Care Services		
Project Name/Number:	Accelerated Death Benefit for Long-Term Care Services Sales Materials/GE-67921 (5/12) ET AL		

Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Approved	Donna Lambert	10/10/2012	10/10/2012

Objection Letters and Response Letters

Objection Letters

Status	Created By	Created On	Date Submitted
Pending Industry Response	Donna Lambert	09/14/2012	09/14/2012
Pending Industry Response	Donna Lambert	09/12/2012	09/12/2012

Response Letters

Responded By	Created On	Date Submitted
Audrey Arnold	10/10/2012	10/10/2012
Audrey Arnold	10/10/2012	10/10/2012

Filing Notes

Subject	Note Type	Created By	Created On	Date Submitted
Objection 2 Replaces Objection 1	Note To Filer	Donna Lambert	09/14/2012	09/14/2012

SERFF Tracking #:	ELAS-128572615	State Tracking #:	Company Tracking #:
State:	Arkansas	Filing Company:	AXA Equitable Life Insurance Company
TOI/Sub-TOI:	LTC03I Individual Long Term Care/LTC03I.001 Qualified		
Product Name:	Accelerated Death Benefit for Long-Term Care Services		
Project Name/Number:	Accelerated Death Benefit for Long-Term Care Services Sales Materials/GE-67921 (5/12) ET AL		

Disposition

Disposition Date: 10/10/2012

Implementation Date:

Status: Approved

Comment:

Rate data does NOT apply to filing.

Schedule	Schedule Item	Schedule Item Status	Public Access
Form (revised)	Accelerated Death Benefiti for Long-Term Care Services Rider Client Presentation	Approved	Yes
Form	Accelerated Death Benefiti for Long-Term Care Services Rider Client Presentation	Replaced	Yes
Form	Accelerated Death Benefiti for Long-Term Care Services Rider Client Presentation	Replaced	Yes
Form (revised)	Long-Term Care Services Rider/Athena UL Client Testamonial Video and Script	Approved	Yes
Form	Long-Term Care Services Rider/Athena UL Client Testamonial Video and Script	Replaced	Yes

State:	Arkansas	Filing Company:	AXA Equitable Life Insurance Company
TOI/Sub-TOI:	LTC03I Individual Long Term Care/LTC03I.001 Qualified		
Product Name:	Accelerated Death Benefit for Long-Term Care Services		
Project Name/Number:	Accelerated Death Benefit for Long-Term Care Services Sales Materials/GE-67921 (5/12) ET AL		

Objection Letter

Objection Letter Status	Pending Industry Response
Objection Letter Date	09/14/2012
Submitted Date	09/14/2012
Respond By Date	10/15/2012

Dear Leah Tomberlin,

Introduction:

When I sent the objection on 9/12, I did not break down the objections by issue as I should have. (I know the objections are easier for you to answer issue by issue.)

Therefore, please replace the 9/12 objection with this one. Please respond to the first objection by stating that this objection replaces it.

No new objections have been added. The only revision is the format.

Thank you so much.

Objection 1

- Accelerated Death Benefit for Long-Term Care Services Rider Client Presentation, GE-67921 (5/12) (Form)

Comments: Page 15 is confusing in that it may mislead consumers to believe there is an additional unused benefit (in addition to the policy's death benefit, which would be paid whether or not the rider were purchased) that will be paid if the long-term care rider is purchased and its benefits are not used. Please make clear in the second blue bullet point that the unused benefit referred to is the life insurance policy's death benefit to which the rider is attached.

Objection 2

- Accelerated Death Benefit for Long-Term Care Services Rider Client Presentation, GE-67921 (5/12) (Form)

Comments: RR 11 Guideline 8(A)(1) states:

30. An advertisement which exaggerates the effects of statutorily mandated benefits or required policy provisions or which implies that such provisions are unique to the advertised policy is unacceptable. For example, the phrase, "Money Back Guarantee" is an exaggerated description of the "free look" right to examine the policy and is not acceptable.

Page 15 - I believe the first red bullet point exaggerates the policy provisions by stating that all the death benefits of the policy will be paid if the rider is not used. That appears to be an overemphasis of the obvious purpose of a life insurance policy. It would, however, seem appropriate to assure the consumer that the policy's death benefit will not be decreased if the rider benefits are not used.

Objection 3

- Accelerated Death Benefit for Long-Term Care Services Rider Client Presentation, GE-67921 (5/12) (Form)

Comments: Page 15 - The second red bullet point simply reiterates the first, but also adds confusion about the refund of rider charges. It states that the death benefit will pass to the beneficiaries if the insured has paid the rider charges and has not used the rider benefits, but in the next sentence it states that there is no refund of the rider charges. Please delete or revise this item.

Conclusion:

State:	Arkansas	Filing Company:	AXA Equitable Life Insurance Company
TOI/Sub-TOI:	LTC03I Individual Long Term Care/LTC03I.001 Qualified		
Product Name:	Accelerated Death Benefit for Long-Term Care Services		
Project Name/Number:	Accelerated Death Benefit for Long-Term Care Services Sales Materials/GE-67921 (5/12) ET AL		

A.C.A. 23-79-109(1)-(5) sets forth the procedure by which filings may be deemed approved upon the expiration of certain time periods with no affirmative action by the commissioner. If the commissioner determines that additional information is needed to make a decision regarding approval, such request for information will be made to the company. The filing will not be considered complete until said additional information is received. The time periods set forth in this statute will not begin to run until the filing is complete.

Please feel free to contact me if you have questions.

Sincerely,

Donna Lambert

SERFF Tracking #:	ELAS-128572615	State Tracking #:	Company Tracking #:
State:	Arkansas	Filing Company:	AXA Equitable Life Insurance Company
TOI/Sub-TOI:	LTC03I Individual Long Term Care/LTC03I.001 Qualified		
Product Name:	Accelerated Death Benefit for Long-Term Care Services		
Project Name/Number:	Accelerated Death Benefit for Long-Term Care Services Sales Materials/GE-67921 (5/12) ET AL		

Response Letter

Response Letter Status	Submitted to State
Response Letter Date	10/10/2012
Submitted Date	10/10/2012

Dear Donna Lambert,

Introduction:

Reference is made to your objection letter of September 14, 2012. Our response follows:

Response 1

Comments:

We have deleted this bullet point, since we have addressed this objection in the wording of the second red bullet point, which we have revised.

Related Objection 1

Applies To:

- Accelerated Death Benefit for Long-Term Care Services Rider Client Presentation, GE-67921 (5/12) (Form)

Comments: Page 15 is confusing in that it may mislead consumers to believe there is an additional unused benefit (in addition to the policy's death benefit, which would be paid whether or not the rider were purchased) that will be paid if the long-term care rider is purchased and its benefits are not used. Please make clear in the second blue bullet point that the unused benefit referred to is the life insurance policy's death benefit to which the rider is attached.

Changed Items:

No Supporting Documents changed.

SERFF Tracking #:

ELAS-128572615

State Tracking #:

Company Tracking #:

State: Arkansas

Filing Company:

AXA Equitable Life Insurance Company

TOI/Sub-TOI: LTC03I Individual Long Term Care/LTC03I.001 Qualified

Product Name: Accelerated Death Benefit for Long-Term Care Services

Project Name/Number: Accelerated Death Benefit for Long-Term Care Services Sales Materials/GE-67921 (5/12) ET AL

Form Schedule Item Changes

Item No.	Form Number	Form Type	Form Name	Action/ Action Specific Data	Readability Score	Attachments	Submitted
1	GE-67921 (5/12)	ADV	Accelerated Death Benefit for Long-Term Care Services Rider Client Presentation	Initial	61.440	AXAEQ AR LTCSR Client Presentation.pdf	Date Submitted: 10/10/2012 By: Audrey Arnold

Previous Version

1	GE-67921 (5/12)	ADV	Accelerated Death Benefit for Long-Term Care Services Rider Client Presentation	Initial	61.440	AXAEQ AR LTCSR Client Presentation.pdf	Date Submitted: 10/10/2012 By: Audrey Arnold
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SERFF Tracking #:

ELAS-128572615

State Tracking #:

Company Tracking #:

State: Arkansas

Filing Company:

AXA Equitable Life Insurance Company

TOI/Sub-TOI: LTC03I Individual Long Term Care/LTC03I.001 Qualified

Product Name: Accelerated Death Benefit for Long-Term Care Services

Project Name/Number: Accelerated Death Benefit for Long-Term Care Services Sales Materials/GE-67921 (5/12) ET AL

Form Schedule Item Changes

Item No.	Form Number	Form Type	Form Name	Action/ Action Specific Data	Readability Score	Attachments	Submitted
1	GE-67921 (5/12)	ADV	Accelerated Death Benefit for Long-Term Care Services Rider Client Presentation	Initial	61.440	AXAEQ AR LTCSR Client Presentation.pdf	Date Submitted: 10/10/2012 By: Audrey Arnold
1	GE-67921 (5/12)	ADV	Accelerated Death Benefit for Long-Term Care Services Rider Client Presentation	Initial	61.440	LTCSR Client Presentation - AXA Non-ICC Final. rev. 7.27.2012pdf.pdf	Date Submitted: 10/10/2012 By: Audrey Arnold

No Rate/Rule Schedule items changed.

State:	Arkansas	Filing Company:	AXA Equitable Life Insurance Company
TOI/Sub-TOI:	LTC03I Individual Long Term Care/LTC03I.001 Qualified		
Product Name:	Accelerated Death Benefit for Long-Term Care Services		
Project Name/Number:	Accelerated Death Benefit for Long-Term Care Services Sales Materials/GE-67921 (5/12) ET AL		

Response 2

Comments:

We have addressed this objection in the second red bullet point.

Related Objection 2

Applies To:

- Accelerated Death Benefit for Long-Term Care Services Rider Client Presentation, GE-67921 (5/12) (Form)

Comments: RR 11 Guideline 8(A)(1)states:

30. An advertisement which exaggerates the effects of statutorily mandated benefits or required policy provisions or which implies that such provisions are unique to the advertised policy is unacceptable. For example, the phrase, "Money Back Guarantee" is an exaggerated description of the "free look" right to examine the policy and is not acceptable.

Page 15 - I believe the first red bullet point exaggerates the policy provisions by stating that all the death benefits of the policy will be paid if the rider is not used. That appears to be an overemphasis of the obvious purpose of a life insurance policy. It would, however, seem appropriate to assure the consumer that the policy's death benefit will not be decreased if the rider benefits are not used.

Changed Items:

No Supporting Documents changed.

No Form Schedule items changed.

No Rate/Rule Schedule items changed.

Response 3

Comments:

We have revised the second red bullet.

Related Objection 3

Applies To:

- Accelerated Death Benefit for Long-Term Care Services Rider Client Presentation, GE-67921 (5/12) (Form)

Comments: Page 15 - The second red bullet point simply reiterates the first, but also adds confusion about the refund of rider charges. It states that the death benefit will pass to the beneficiaries if the insured has paid the rider charges and has not used the rider benefits, but in the next sentence it states that there is no refund of the rider charges. Please delete or revise this item.

Changed Items:

No Supporting Documents changed.

No Form Schedule items changed.

No Rate/Rule Schedule items changed.

SERFF Tracking #:	ELAS-128572615	State Tracking #:	Company Tracking #:
State:	Arkansas	Filing Company:	AXA Equitable Life Insurance Company
TOI/Sub-TOI:	LTC03I Individual Long Term Care/LTC03I.001 Qualified		
Product Name:	Accelerated Death Benefit for Long-Term Care Services		
Project Name/Number:	Accelerated Death Benefit for Long-Term Care Services Sales Materials/GE-67921 (5/12) ET AL		

Conclusion:

If additional action is required, please do not hesitate to contact this office.

Sincerely,

Audrey Arnold

State:	Arkansas	Filing Company:	AXA Equitable Life Insurance Company
TOI/Sub-TOI:	LTC03I Individual Long Term Care/LTC03I.001 Qualified		
Product Name:	Accelerated Death Benefit for Long-Term Care Services		
Project Name/Number:	Accelerated Death Benefit for Long-Term Care Services Sales Materials/GE-67921 (5/12) ET AL		

Objection Letter

Objection Letter Status	Pending Industry Response
Objection Letter Date	09/12/2012
Submitted Date	09/12/2012
Respond By Date	10/12/2012

Dear Leah Tomberlin,

Introduction:

This will acknowledge receipt of the captioned filing.

Objection 1

- Accelerated Death Benefit for Long-Term Care Services Rider Client Presentation, GE-67921 (5/12) (Form)

Comments: Page 15 is confusing in that it may mislead consumers to believe there is an additional unused benefit (in addition to the policy's death benefit, which would be paid whether or not the rider were purchased) that will be paid if the long-term care rider is purchased and its benefits are not used. Please make clear in the second blue bullet point that the unused benefit referred to is the life insurance policy's death benefit to which the rider is attached.

RR 11 Guideline 8(A)(1) states:

30. An advertisement which exaggerates the effects of statutorily mandated benefits or required policy provisions or which implies that such provisions are unique to the advertised policy is unacceptable. For example, the phrase, "Money Back Guarantee" is an exaggerated description of the "free look" right to examine the policy and is not acceptable.

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The second red bullet point simply reiterates the first, but also adds confusion about the refund of rider charges. It states that the death benefit will pass to the beneficiaries if the insured has paid the rider charges and has not used the rider benefits, but in the next sentence it states that there is no refund of the rider charges. Please delete or revise this item.

In addition to this objection, please see the objection to the Client Testimonial Video.

Objection 2

- Long-Term Care Services Rider/Athena UL Client Testimonial Video and Script, GE 68562 (5/12) (Form)

Comments: In the video Earl states something similar to, ". . . if the rider is not used, the benefits will go on to my estate and be there for my family. It will be additional life insurance that will be in my portfolio."

Rider benefits do not go on to the estate and become available for the beneficiaries to use, and an accelerated death benefit attached to a life insurance policy does not provide additional death benefits. Please have Earl clarify this.

Conclusion:

A.C.A. 23-79-109(1)-(5) sets forth the procedure by which filings may be deemed approved upon the expiration of certain time periods with no affirmative action by the commissioner. If the commissioner determines that additional information is needed to make a decision regarding approval, such request for information will be made to the company. The filing will not be considered complete until said additional information is received. The time periods set forth in this statute will not begin to run until the filing is complete.

Please feel free to contact me if you have questions.

Sincerely,

State:	Arkansas	Filing Company:	AXA Equitable Life Insurance Company
TOI/Sub-TOI:	LTC03I Individual Long Term Care/LTC03I.001 Qualified		
Product Name:	Accelerated Death Benefit for Long-Term Care Services		
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Donna Lambert

SERFF Tracking #:	ELAS-128572615	State Tracking #:	Company Tracking #:
State:	Arkansas	Filing Company:	AXA Equitable Life Insurance Company
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Project Name/Number:	Accelerated Death Benefit for Long-Term Care Services Sales Materials/GE-67921 (5/12) ET AL		

Response Letter

Response Letter Status	Submitted to State
Response Letter Date	10/10/2012
Submitted Date	10/10/2012

Dear Donna Lambert,

Introduction:

Reference is made to your objection letter and Note to Filer of September 14, 2012, which replaces this objection.

Response 1

Comments:

Our response to this objection will be made in the response for your objection letter dated September 14, 2012.

Related Objection 1

Applies To:

- Accelerated Death Benefit for Long-Term Care Services Rider Client Presentation, GE-67921 (5/12) (Form)

Comments: Page 15 is confusing in that it may mislead consumers to believe there is an additional unused benefit (in addition to the policy's death benefit, which would be paid whether or not the rider was purchased) that will be paid if the long-term care rider is purchased and its benefits are not used. Please make clear in the second blue bullet point that the unused benefit referred to is the life insurance policy's death benefit to which the rider is attached.

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I believe the second red bullet point exaggerates the policy provisions by stating that all the death benefits of the policy will be paid if the rider is not used. That appears to be an overemphasis of the obvious purpose of a life insurance policy. It would, however, seem appropriate to assure the consumer that the policy's death benefit will not be decreased if the rider benefits are not used.

The second red bullet point simply reiterates the first, but also adds confusion about the refund of rider charges. It states that the death benefit will pass to the beneficiaries if the insured has paid the rider charges and has not used the rider benefits, but in the next sentence it states that there is no refund of the rider charges. Please delete or revise this item.

In addition to this objection, please see the objection to the Client Testimonial Video.

Changed Items:

SERFF Tracking #:	ELAS-128572615	State Tracking #:	Company Tracking #:
State:	Arkansas	Filing Company:	AXA Equitable Life Insurance Company
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Product Name:	Accelerated Death Benefit for Long-Term Care Services		
Project Name/Number:	Accelerated Death Benefit for Long-Term Care Services Sales Materials/GE-67921 (5/12) ET AL		

No Supporting Documents changed.

SERFF Tracking #:

ELAS-128572615

State Tracking #:

Company Tracking #:

State: Arkansas

Filing Company:

AXA Equitable Life Insurance Company

TOI/Sub-TOI: LTC03I Individual Long Term Care/LTC03I.001 Qualified

Product Name: Accelerated Death Benefit for Long-Term Care Services

Project Name/Number: Accelerated Death Benefit for Long-Term Care Services Sales Materials/GE-67921 (5/12) ET AL

Form Schedule Item Changes

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Previous Version

1	GE-67921 (5/12)	ADV	Accelerated Death Benefit for Long-Term Care Services Rider Client Presentation	Initial	61.440	LTCSR Client Presentation - AXA Non-ICC Final. rev. 7.27.2012pdf.pdf	Date Submitted: 10/10/2012 By: Audrey Arnold
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SERFF Tracking #:	ELAS-128572615	State Tracking #:	Company Tracking #:
State:	Arkansas	Filing Company:	AXA Equitable Life Insurance Company
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No Rate/Rule Schedule items changed.

Response 2

Comments:

We cannot reshoot Earl so we will plan to post this video and script on our Financial Professional facing websites, instead of the public site, and make it clear from the webpage and electronic communications the video and script cannot be used in Arkansas.

We are, therefore, withdrawing this video and script from any further review.

Related Objection 2

Applies To:

- Long-Term Care Services Rider/Athena UL Client Testamonial Video and Script, GE 68562 (5/12) (Form)

Comments: In the video Earl states something similar to, ". . . if the rider is not used, the benefits will go on to my estate and be there for my family. It will be additional life insurance that will be in my portfolio."

Rider benefits do not go on to the estate and become available for the beneficiaries to use, and an accelerated death benefit attached to a life insurance policy does not provide additional death benefits. Please have Earl clarify this.

Changed Items:

No Supporting Documents changed.

State:	Arkansas	Filing Company:	AXA Equitable Life Insurance Company
TOI/Sub-TOI:	LTC03I Individual Long Term Care/LTC03I.001 Qualified		
Product Name:	Accelerated Death Benefit for Long-Term Care Services		
Project Name/Number:	Accelerated Death Benefit for Long-Term Care Services Sales Materials/GE-67921 (5/12) ET AL		

Form Schedule Item Changes							
Item No.	Form Number	Form Type	Form Name	Action/ Action Specific Data	Readability Score	Attachments	Submitted
1	GE 68562 (5/12)	ADV	Long-Term Care Services Rider/Atena UL Client Testimonial Video and Script	Initial			Date Submitted: 10/10/2012 By: Audrey Arnold
Previous Version							

SERFF Tracking #:

ELAS-128572615

State Tracking #:

Company Tracking #:

State: Arkansas

Filing Company:

AXA Equitable Life Insurance Company

TOI/Sub-TOI: LTC03I Individual Long Term Care/LTC03I.001 Qualified

Product Name: Accelerated Death Benefit for Long-Term Care Services

Project Name/Number: Accelerated Death Benefit for Long-Term Care Services Sales Materials/GE-67921 (5/12) ET AL

Form Schedule Item Changes

Item No.	Form Number	Form Type	Form Name	Action/ Action Specific Data	Readability Score	Attachments	Submitted
1	GE 68562 (5/12)	ADV	Long-Term Care Services Rider/Athena UL Client Testimonial Video and Script	Initial			Date Submitted: 10/10/2012 By: Audrey Arnold
1	GE 68562 (5/12)	ADV	Long-Term Care Services Rider/Athena UL Client Testimonial Video and Script	Initial		6078-LongTermCare-Client_Video1-v10_001--Part 1.wmv, 6078-LongTermCare-Client_Video1-v10_002--Part 2.wmv, 6078-LongTermCare-Client_Video1-v10_003--Part 3.wmv, LTCSRAThenaCLIE	Date Submitted: 10/10/2012 By: Audrey Arnold

SERFF Tracking #:

ELAS-128572615

State Tracking #:

Company Tracking #:

State: Arkansas

Filing Company:

AXA Equitable Life Insurance Company

TOI/Sub-TOI: LTC03I Individual Long Term Care/LTC03I.001 Qualified

Product Name: Accelerated Death Benefit for Long-Term Care Services

Project Name/Number: Accelerated Death Benefit for Long-Term Care Services Sales Materials/GE-67921 (5/12) ET AL

Form Schedule Item Changes

Item No.	Form Number	Form Type	Form Name	Action/ Action Specific Data	Readability Score	Attachments	Submitted
1	GE 68562 (5/12)	ADV	Long-Term Care Services Rider/Atena UL Client Testimonial Video and Script	Initial			Date Submitted: 10/10/2012 By: Audrey Arnold
						NTFinal.pdf	

No Rate/Rule Schedule items changed.

Conclusion:

We will respond to objection #1 in your objection letter dated September 14, 2012. We hope that we have addressed objection #2 satisfactorily.

Sincerely,

Audrey Arnold

State:	Arkansas	Filing Company:	AXA Equitable Life Insurance Company
TOI/Sub-TOI:	LTC03I Individual Long Term Care/LTC03I.001 Qualified		
Product Name:	Accelerated Death Benefit for Long-Term Care Services		
Project Name/Number:	Accelerated Death Benefit for Long-Term Care Services Sales Materials/GE-67921 (5/12) ET AL		

Note To Filer

Created By:

Donna Lambert on 09/14/2012 10:41 AM

Last Edited By:

Donna Lambert

Submitted On:

10/10/2012 01:02 PM

Subject:

Objection 2 Replaces Objection 1

Comments:

When I sent the objection on 9/12, I did not break down the objections by issue as I should have. (I know the objections are easier for you to answer issue by issue.)

Therefore, please replace the 9/12 objection with this one. Please respond to the first objection by stating that this objection replaces it.

No new objections have been added. The only revision is the format.

Thank you so much.

State:	Arkansas	Filing Company:	AXA Equitable Life Insurance Company
TOI/Sub-TOI:	LTC03I Individual Long Term Care/LTC03I.001 Qualified		
Product Name:	Accelerated Death Benefit for Long-Term Care Services		
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Form Schedule

Lead Form Number: GE-67921 (5/12)							
Item No.	Schedule Item Status	Form Number	Form Type	Form Name	Action/ Action Specific Data	Readability Score	Attachments
1	Approved 10/10/2012	GE-67921 (5/12)	ADV	Accelerated Death Benefit for Long-Term Care Services Rider Client Presentation	Initial:	61.440	AXAEQ AR LTCSR Client Presentation.pdf
2	Approved 10/10/2012	GE 68562 (5/12)	ADV	Long-Term Care Services Rider/Athena UL Client Testamonial Video and Script	Initial:		

Form Type Legend:

ADV	Advertising	AEF	Application/Enrollment Form
CER	Certificate	CERA	Certificate Amendment, Insert Page, Endorsement or Rider
DDP	Data/Declaration Pages	FND	Funding Agreement (Annuity, Individual and Group)
MTX	Matrix	NOC	Notice of Coverage
OTH	Other	OUT	Outline of Coverage
PJK	Policy Jacket	POL	Policy/Contract/Fraternal Certificate
POLA	Policy/Contract/Fraternal Certificate: Amendment, Insert Page, Endorsement or Rider	SCH	Schedule Pages



- ☒ AXA Equitable Life Insurance Company
- ☐ MONY Life Insurance Company of America

The Long-Term Care ServicesSM Rider (LTCSR) with a Life Insurance Policy

[Name]

[Date]

Life Insurance: • Is Not a Deposit of Any Bank • Is Not FDIC Insured
• Is Not Insured by Any Federal Government Agency • Is Not Guaranteed by Any Bank or Savings Association

Agenda

- **Why Choose Us?**
 - Global Presence
 - Financial Strength
- The Importance of Life Insurance
- Need for Long-Term Care Protection
- Long-Term Care ServicesSM Rider
 - What is it?
 - If you don't use it, you don't lose it
 - Choosing your coverage
- Summary



Global Presence of AXA Group

- AXA Equitable and MONY Life Insurance Company of America are part of the global AXA Group.¹ AXA Group, one of the world's largest financial services organizations,² is a global leader in financial protection strategies and wealth management.
 - AXA Group was ranked #1 in diversified insurance in terms of sales according to statistics compiled by Forbes magazine for its Forbes Global 2000 list of the world's biggest public entities in 2011²
 - 95 million individual and corporate clients³
 - Operations in 61 countries³
 - 1.049 trillion Euros in assets under management⁴
- AXA Equitable's assets under management totaled \$546.5 billion as of 6/30/11⁵
AXA Equitable Life Insurance Company and MONY Life Insurance Company of America have sole responsibility for its life insurance and annuity obligations. Guarantees are based on the claims-paying ability of AXA Equitable Life Insurance Company or MONY Life Insurance Company of America.

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3 As of 3/31/11. The AXA Group At a Glance 2011.

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The Strength in Our Numbers

Rating Agency	Current Rating	Meaning of Category	Date Reviewed ¹
	A+	“Superior”	12/11
	AA-	“Very Strong”	12/11
	Aa3	“Excellent”	12/11
	AA-	“Very Strong”	12/11

Ratings are subject to change. The ratings reflected have no bearing on the performance of the variable investment options in a variable life insurance policy.

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Disclosure

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 - Financial Strength
- **The Importance of Life Insurance**
- Need for Long-Term Care Protection
- Long-Term Care ServicesSM Rider
 - Cost-efficient
 - If you don't use it, you don't lose it
 - Choosing your coverage
- Summary



The Importance of Life Insurance

- Types of Permanent Life Insurance
- How Life Insurance Works
- The Need for Life Insurance



The Importance of Life Insurance

- Types of Life Insurance
 - Universal Life Insurance
 - Indexed Universal Life Insurance



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Consider the following:

- 70% of people over age 65 may need long-term care services¹
- 12 million Americans will need long-term care by the year 2020¹
- 40% of current long-term care recipients are between 18-64 years of age²
- Long-term care costs can easily climb over \$75,000 per year²

Within a few years, long-term care assets can erode estate assets!

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www.longtermcare.gov. January 2012.

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Medicare and private health insurance programs do not pay for the majority of long-term care services.

	Monthly Cost
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Care in an assisted living facility (one- bedroom unit)	\$3,293
Care in an adult day health care center	\$2,010

Source: National Clearinghouse for Long-Term Care information, www.longtermcare.gov. January 2012.

When Is The Right Time To Buy?

When Coverage Is Bought	
Under Age 44	4.2%
Age 45 to 54	22.3%
Age 55 to 64	54.0%
Age 65 to 74	18.5%
Age 75 or older	1.0%

When Claims Begin	
Under Age 50	0.5%
Age 50 to 59	1.3%
Age 60 to 69	7.5%
Age 70 to 79	31.5%
Age 80 and over	59.2%

Source: National Clearinghouse for Long-Term Care information, www.longtermcare.gov. January 2012.

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- **Long-Term Care ServicesSM Rider**
 - **What is it?**
 - **If you don't use it, you don't lose it**
 - **Choosing your coverage**
- Summary



What Is It?

The Long-Term Care Services RiderSM

- Is an accelerated benefit available at issue with certain individual permanent life insurance products.
- Provides you with a benefit you can use for your lifetime, and is a versatile way to pay for some of qualifying expenses associated with long-term care.
- May advance all or a portion of a policy's death benefit through monthly benefit payments that can help pay for qualified long-term care services.
 - Physician must certify that you have become chronically ill and otherwise qualify under the rider.



If You Don't Use It, You Don't Lose It

With the Long-Term Care ServicesSM Rider:

- If the Long-Term Care Services RiderSM is not exercised, 100% of the life insurance death benefit passes to beneficiaries upon death
- If you decide to add the Long-Term Care ServicesSM Rider to your permanent life insurance policy and don't receive payments under the rider, the policy's entire death benefit will pass to your beneficiaries when you die.
- In other words, if you do not use your long-term care protection, but you have paid the rider charge for the option to accelerate the death benefit, the unused life insurance policy's death benefit to which the rider is attached will not be reduced.
- Note: There is no refund of the rider charges if the rider is not exercised



Choosing Your Coverage – Monthly Benefit Percentage

- You can choose the Monthly Benefit Percentage at policy issue, either 1%, 2%, or 3%:
- Allows you to pick percentage that works for you

The minimum and maximum issues ages for the benefit amount percentages are:		Monthly benefit on a policy with a \$1M face amount	
1%	Issue ages 20-75	1%	\$10,000
2%	Issue ages 20-75	2%	\$20,000
3%	Issue ages 20-70	3%	\$30,000

A Cost of Insurance (COI) charge for LTCS is deducted from the Policy Account Value on each month anniversary while the rider is in effect until the policy anniversary nearest the insured's attained age 100. When monthly benefits are being paid under the rider we will waive the monthly LTCS COI charge.

LTCS Cost of Insurance (COI) Rates

There are both current and guaranteed COI rates. The current LTCS COI rates vary by sex, underwriting class (Preferred Plus, Preferred and Standard), Tobacco User Status, Issue Age and Long Term Care Benefit Percentage (1%, 2% or 3%) selected. The guaranteed LTCS COI rates vary by sex, Tobacco User Status, and Issue Age. The current and guaranteed rates are included with the Outline of Coverage.

Choosing Your Coverage – Acceleration Percentage

- You can select between two death benefit choices A & B
- Ability to customize Acceleration Percentage between 20% and 100% with Death Benefit Option A
 - Death Benefit Option B will always be 100%

Death Benefit Option	Acceleration Percentage
A	20%-100%
B	100%

Acceleration of \$1M Death Benefit			
Death Benefit Option	Acceleration Percentage	Benefit Percentage	Monthly Benefit
A	50%	2%	\$10,000
A	75%	2%	\$15,000

Disclosures

LIMITATIONS AND EXCLUSIONS:

(a) Preexisting conditions. This rider does not cover conditions for which the insured person received medical advice or treatment from a provider of health care services (or a condition for which treatment was recommended to the insured person by a health care provider) within six months preceding the effective date of this rider. No benefits will be provided under the rider during the first six months for long-term care services received by the insured due to a preexisting condition. Days of Service received by, or recommended to, the Insured for a preexisting condition during the first six months that the rider is in force will not be counted toward the satisfaction of the Elimination Period.

(b) Exclusions, Exceptions and Limitations. This rider does not cover services provided by a facility or an agency that does not meet the rider definition of such facility or agency. The rider does not cover care or treatment:

- From a facility that primarily treats drug addicts or alcoholics;
- From a facility that primarily provides domiciliary, residency or retirement care;
- From a facility owned or operated by a member of your or the insured person's Immediate Family;
- Provided by a member of the Insured's Immediate Family;
- From anyone who is under suspension from Medicare or Medicaid;
- If benefits are sought only because a third party requires that this rider be exercised (as, for example, to obtain or maintain a government assistance benefit);
- For an attempted suicide or intentionally self-inflicted injuries;
- As a result of alcoholism or drug abuse (unless drug abuse was a result of the administration of drugs as part of treatment by a Physician);
- Due to war (declared or undeclared) or any act of war, or service in any of the armed forces or auxiliary units;
- Due to committing or attempting to commit or participating in a felony, riot or insurrection;
- Received outside the United States unless the initial and any annual renewal certifications are completed by a U.S. Licensed Health Care Physician. For purpose of this exclusion, United States shall mean the 50 states, District of Columbia, Puerto Rico, and the U.S. Virgin Islands.

This rider may not cover all the expenses associated with the Insured's long-term care needs.

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Summary – Life Insurance with the Long-Term Care ServicesSM Rider

convenience



- One process
- One affordable premium
- One policy
- Two benefits

flexibility



- Can be used for qualifying long-term care expenses
- Available on most individual permanent life insurance products
- Death Benefit

value



- Competitive life insurance premiums supported by the strength and stability of AXA Equitable and MONY Life of America

Disclosures

The Long-Term Care ServicesSM Rider is an accelerated death benefit rider available at issue for an additional cost with certain individual permanent life insurance products. This rider may advance all or a portion of a policy's death benefit to pay for qualified long-term care services if a physician certifies that you have become chronically ill and otherwise qualify under the rider. The Long-Term Care ServicesSM Rider provides you with a versatile benefit that can be used during your lifetime to pay for some of the expenses associated with long-term care, if needed.

The company has the right to increase charges on the Long-Term Care ServicesSM Rider, up to a guaranteed maximum rate. An increase in rider charges may require a higher premium in order to keep the policy and rider in effect. Also, the approval of this rider is subject to underwriting. The underwriting requirements are based on our published age and amount guidelines, which may include a paramedical exam.

The purpose of this method of marketing is solicitation of insurance and contact may be made by an insurance agent, producer, insurance company or insurance agency.

The product brochure for the applicable life insurance policy must accompany the ***Long-Term Care ServicesSM Rider Planning Perspectives*** and the ***Long-Term Care ServicesSM Rider brochure***

Disclosures

Life insurance products are issued by AXA Equitable Life Insurance Company (AXA Equitable), New York, NY, or affiliate MONY Life Insurance Company of America (MONY America), an Arizona Stock Corporation, main administrative offices in New York, NY. MONY America is not licensed to do business in New York. Variable life insurance products are co-distributed by AXA Advisors, LLC and AXA Distributors, LLC. All companies are affiliated and directly or indirectly owned by AXA Equitable Financial Services, LLC, and do not provide tax or legal advice. You should consult with your tax and legal advisors regarding your particular circumstances.

Fixed life products are co-distributed by AXA Network, LLC and AXA Distributors, LLC.

Actual terms and conditions of the Long-Term Care ServicesSM Rider are contained in Rider Form ICC12-R12-10. This rider has exclusions and limitations under which the rider may be continued in force or discontinued. It may not be available in all jurisdictions. For more information, costs and complete details of coverage, contact your life and health insurance licensed financial professional or the company.

Neither AXA Equitable, AXA Advisors, AXA Distributors nor their agents or representatives provide tax or legal advice. The information provided in this presentation is based on our general understanding of the subject matter and is for informational purposes only. Clients should consult with their tax and legal advisors regarding their personal circumstances.

Please be advised that this presentation is not intended as legal or tax advice. Accordingly, any tax information provided in this presentation is not intended or written to be used, and cannot be used, by any taxpayer for promotion or marketing of the transaction(s) or matter(s) addressed and clients should seek advice based on their particular circumstances from an independent tax advisor.

For complete details regarding rider costs of coverage, call your Financial Professional.

The issuing life insurance company has sole financial responsibility for its own obligations.

The rider is intended to be federally tax-qualified.

RIDER FORM:ICC12-R12-10.

Questions?

Thank You for Your Time!

Long-Term Care ServicesSM is a service mark of AXA Equitable Life Insurance Company.

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1290 Avenue of the Americas, New York, NY 10104, (212) 554-1234

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Product Name: Accelerated Death Benefit for Long-Term Care Services

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Superceded Schedule Items

Please note that all items on the following pages are items, which have been replaced by a newer version. The newest version is located with the appropriate schedule on previous pages. These items are in date order with most recent first.

Creation Date	Schedule	Schedule Item Name	Replacement Creation Date	Attached Document(s)
10/10/2012	Form	Accelerated Death Benefit for Long-Term Care Services Rider Client Presentation	10/10/2012	AXAEQ AR LTCSR Client Presentation.pdf (Superceded)
09/07/2012	Form	Accelerated Death Benefit for Long-Term Care Services Rider Client Presentation	10/10/2012	LTCSR Client Presentation - AXA Non-ICC Final. rev. 7.27.2012pdf.pdf (Superceded)
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[Name]

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The Importance of Life Insurance

- Types of Permanent Life Insurance
- How Life Insurance Works
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The Importance of Life Insurance

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Consider the following:

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- Note: There is no refund of the rider charges if the rider is not exercised



Choosing Your Coverage – Monthly Benefit Percentage

- You can choose the Monthly Benefit Percentage at policy issue, either 1%, 2%, or 3%:
- Allows you to pick percentage that works for you

The minimum and maximum issues ages for the benefit amount percentages are:		Monthly benefit on a policy with a \$1M face amount	
1%	Issue ages 20-75	1%	\$10,000
2%	Issue ages 20-75	2%	\$20,000
3%	Issue ages 20-70	3%	\$30,000

A Cost of Insurance (COI) charge for LTCS is deducted from the Policy Account Value on each month anniversary while the rider is in effect until the policy anniversary nearest the insured's attained age 100. When monthly benefits are being paid under the rider we will waive the monthly LTCS COI charge.

LTCS Cost of Insurance (COI) Rates

There are both current and guaranteed COI rates. The current LTCS COI rates vary by sex, underwriting class (Preferred Plus, Preferred and Standard), Tobacco User Status, Issue Age and Long Term Care Benefit Percentage (1%, 2% or 3%) selected. The guaranteed LTCS COI rates vary by sex, Tobacco User Status, and Issue Age. The current and guaranteed rates are included with the Outline of Coverage.

Choosing Your Coverage – Acceleration Percentage

- You can select between two death benefit choices A & B
- Ability to customize Acceleration Percentage between 20% and 100% with Death Benefit Option A
 - Death Benefit Option B will always be 100%

Death Benefit Option	Acceleration Percentage
A	20%-100%
B	100%

Acceleration of \$1M Death Benefit			
Death Benefit Option	Acceleration Percentage	Benefit Percentage	Monthly Benefit
A	50%	2%	\$10,000
A	75%	2%	\$15,000

Disclosures

LIMITATIONS AND EXCLUSIONS:

(a) Preexisting conditions. This rider does not cover conditions for which the insured person received medical advice or treatment from a provider of health care services (or a condition for which treatment was recommended to the insured person by a health care provider) within six months preceding the effective date of this rider. No benefits will be provided under the rider during the first six months for long-term care services received by the insured due to a preexisting condition. Days of Service received by, or recommended to, the Insured for a preexisting condition during the first six months that the rider is in force will not be counted toward the satisfaction of the Elimination Period.

(b) Exclusions, Exceptions and Limitations. This rider does not cover services provided by a facility or an agency that does not meet the rider definition of such facility or agency. The rider does not cover care or treatment:

- From a facility that primarily treats drug addicts or alcoholics;
- From a facility that primarily provides domiciliary, residency or retirement care;
- From a facility owned or operated by a member of your or the insured person's Immediate Family;
- Provided by a member of the Insured's Immediate Family;
- From anyone who is under suspension from Medicare or Medicaid;
- If benefits are sought only because a third party requires that this rider be exercised (as, for example, to obtain or maintain a government assistance benefit);
- For an attempted suicide or intentionally self-inflicted injuries;
- As a result of alcoholism or drug abuse (unless drug abuse was a result of the administration of drugs as part of treatment by a Physician);
- Due to war (declared or undeclared) or any act of war, or service in any of the armed forces or auxiliary units;
- Due to committing or attempting to commit or participating in a felony, riot or insurrection;
- Received outside the United States unless the initial and any annual renewal certifications are completed by a U.S. Licensed Health Care Physician. For purpose of this exclusion, United States shall mean the 50 states, District of Columbia, Puerto Rico, and the U.S. Virgin Islands.

This rider may not cover all the expenses associated with the Insured's long-term care needs.

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- Why AXA Equitable?
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 - Cost-efficient
 - If you don't use it, you don't lose it
 - Choosing your coverage
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Summary – Life Insurance with the Long-Term Care ServicesSM Rider

convenience



- One process
- One affordable premium
- One policy
- Two benefits

flexibility



- Can be used for qualifying long-term care expenses
- Available on most individual permanent life insurance products
- Death Benefit

value



- Competitive life insurance premiums supported by the strength and stability of AXA Equitable and MONY Life of America

Disclosures

The Long-Term Care ServicesSM Rider is an accelerated death benefit rider available at issue for an additional cost with certain individual permanent life insurance products. This rider may advance all or a portion of a policy's death benefit to pay for qualified long-term care services if a physician certifies that you have become chronically ill and otherwise qualify under the rider. The Long-Term Care ServicesSM Rider provides you with a versatile benefit that can be used during your lifetime to pay for some of the expenses associated with long-term care, if needed.

The company has the right to increase charges on the Long-Term Care ServicesSM Rider, up to a guaranteed maximum rate. An increase in rider charges may require a higher premium in order to keep the policy and rider in effect. Also, the approval of this rider is subject to underwriting. The underwriting requirements are based on our published age and amount guidelines, which may include a paramedical exam.

The purpose of this method of marketing is solicitation of insurance and contact may be made by an insurance agent, producer, insurance company or insurance agency.

The product brochure for the applicable life insurance policy must accompany the ***Long-Term Care ServicesSM Rider Planning Perspectives*** and the ***Long-Term Care ServicesSM Rider brochure***

Disclosures

Life insurance products are issued by AXA Equitable Life Insurance Company (AXA Equitable), New York, NY, or affiliate MONY Life Insurance Company of America (MONY America), an Arizona Stock Corporation, main administrative offices in New York, NY. MONY America is not licensed to do business in New York. Variable life insurance products are co-distributed by AXA Advisors, LLC and AXA Distributors, LLC. All companies are affiliated and directly or indirectly owned by AXA Equitable Financial Services, LLC, and do not provide tax or legal advice. You should consult with your tax and legal advisors regarding your particular circumstances.

Fixed life products are co-distributed by AXA Network, LLC and AXA Distributors, LLC.

Actual terms and conditions of the Long-Term Care ServicesSM Rider are contained in Rider Form ICC12-R12-10. This rider has exclusions and limitations under which the rider may be continued in force or discontinued. It may not be available in all jurisdictions. For more information, costs and complete details of coverage, contact your life and health insurance licensed financial professional or the company.

Neither AXA Equitable, AXA Advisors, AXA Distributors nor their agents or representatives provide tax or legal advice. The information provided in this presentation is based on our general understanding of the subject matter and is for informational purposes only. Clients should consult with their tax and legal advisors regarding their personal circumstances.

Please be advised that this presentation is not intended as legal or tax advice. Accordingly, any tax information provided in this presentation is not intended or written to be used, and cannot be used, by any taxpayer for promotion or marketing of the transaction(s) or matter(s) addressed and clients should seek advice based on their particular circumstances from an independent tax advisor.

For complete details regarding rider costs of coverage, call your Financial Professional.

The issuing life insurance company has sole financial responsibility for its own obligations.

The rider is intended to be federally tax-qualified.

RIDER FORM:ICC12-R12-10.

Questions?

Thank You for Your Time!

Long-Term Care ServicesSM is a service mark of AXA Equitable Life Insurance Company.

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1290 Avenue of the Americas, New York, NY 10104, (212) 554-1234



- ☒ AXA Equitable Life Insurance Company
- ☐ MONY Life Insurance Company of America

The Long-Term Care ServicesSM Rider (LTCSR) with a Life Insurance Policy

[Name]
[Date]

Life Insurance: • Is Not a Deposit of Any Bank • Is Not FDIC Insured
• Is Not Insured by Any Federal Government Agency • Is Not Guaranteed by Any Bank or Savings Association

GE-67921 (5/12)



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- **Why Choose Us?**
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Global Presence of AXA Group

- AXA Equitable and MONY Life Insurance Company of America are part of the global AXA Group.¹ AXA Group, one of the world's largest financial services organizations,² is a global leader in financial protection strategies and wealth management.
 - AXA Group was ranked #1 in diversified insurance in terms of sales according to statistics compiled by Forbes magazine for its Forbes Global 2000 list of the world's biggest public entities in 2011²
 - 95 million individual and corporate clients³
 - Operations in 61 countries³
 - 1.049 trillion Euros in assets under management⁴
- AXA Equitable's assets under management totaled \$546.5 billion as of 6/30/11⁵
AXA Equitable Life Insurance Company and MONY Life Insurance Company of America have sole responsibility for its life insurance and annuity obligations. Guarantees are based on the claims-paying ability of AXA Equitable Life Insurance Company or MONY Life Insurance Company of America.

1 "AXA Group" refers to AXA, a French holding company for an international group of insurance and financial services companies, together with its direct and indirect consolidated subsidiaries. AXA Equitable Life Insurance Company is an indirect, wholly owned subsidiary of AXA.





2 "The World's Largest Public Companies for 2011, Forbes 2000," Forbes magazine. Values calculated in April 2011

3 As of 3/31/11. The AXA Group At a Glance 2011.

4 As of 6/30/11. Figure is \$1.52 trillion using 6/30/11 closing exchange rate of 1 Euro = \$1.45. AXA is based in France, where the official currency is the Euro.

5 AXA Equitable's assets under management are inclusive of assets under management held by an affiliate, AllianceBernstein L.P.

The Strength in Our Numbers

Rating Agency	Current Rating	Meaning of Category	Date Reviewed ¹
	A+	“Superior”	12/11
	AA-	“Very Strong”	12/11
	Aa3	“Excellent”	12/11
	AA-	“Very Strong”	12/11

Ratings are subject to change. The ratings reflected have no bearing on the performance of the variable investment options in a variable life insurance policy.

¹ Date reviewed indicates the last public statement by the rating agency.

All guarantees are based on the claims paying ability of AXA Equitable Life Insurance Company or MONY Life Insurance Company of America. AXA Equitable Life Insurance Company and MONY Life Insurance Company of America have sole responsibility for their products.

Disclosure

Ratings are subject to change; contact an AXA Equitable financial professional/insurance-licensed registered representative for more details, including information on rating scales and individual rating sources. **The ratings reflected have no bearing on the performance of the variable investment options in a variable life insurance policy or a variable annuity product.**

A.M. Best: A.M. Best's Financial Strength Rating is the opinion of A.M. Best regarding an insurer's ability to meet its obligations to policyholders. A.M. Best ratings range from A++ to S. A plus (+) or minus (-) following the rating shows relative standing within the major rating categories. The "A+" rating represents the second highest among sixteen rating levels.

Fitch: Fitch's Insurer Financial Strength Rating provides an assessment of the financial strength of an insurance organization and its capacity to meet senior obligations to policyholders and contract holders on a timely basis. Fitch ratings range from AAA to C. A plus (+) or minus (-) following the rating shows relative standing within the major rating categories. The "AA-" rating represents the fourth highest among twenty-one rating levels.

Moody's: Moody's Insurance Financial Strength Ratings are the opinion of Moody's regarding the ability of insurance companies to repay punctually senior policyholder claims and obligations. Moody's ratings range from Aaa to C. Moody's applies numerical modifiers 1, 2 & 3 in each rating classification from Aa to Caa. The modifier 1 indicates that the obligation ranks in the higher end of its rating category; the modifier 2 indicates a mid-range ranking and a modifier 3 indicates a ranking in the lower end of that rating category. The "Aa3" rating represents the fourth highest among twenty-one rating levels.

Standard & Poor's: A Standard & Poor's Insurer Financial Strength Rating is its current opinion of the financial security characteristics of an insurance organization with respect to its ability to pay under its insurance policies and contracts in accordance with their terms. Standard & Poor's ratings range from AAA to R. A plus (+) or minus (-) following the rating shows relative standing within the major rating categories. The "AA-" rating represents the fourth highest among twenty-one rating levels.

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 - Financial Strength
- **The Importance of Life Insurance**
- Need for Long-Term Care Protection
- Long-Term Care ServicesSM Rider
 - Cost-efficient
 - If you don't use it, you don't lose it
 - Choosing your coverage
- Summary



The Importance of Life Insurance

- Types of Permanent Life Insurance
- How Life Insurance Works
- The Need for Life Insurance



The Importance of Life Insurance

- Types of Life Insurance
 - Universal Life Insurance
 - Indexed Universal Life Insurance



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Long-Term Impact

Consider the following:

- 70% of people over age 65 may need long-term care services¹
- 12 million Americans will need long-term care by the year 2020¹
- 40% of current long-term care recipients are between 18-64 years of age²
- Long-term care costs can easily climb over \$75,000 per year²

Within a few years, long-term care assets can erode estate assets!

1 National Clearinghouse for Long-Term Care information,
www.longtermcare.gov. January 2012.

2 AHIP Guide to Long-Term Care Insurance January 2012.



Long-Term Impact

Medicare and private health insurance programs do not pay for the majority of long-term care services.

	Monthly Cost
Semi-private room in a nursing home	\$6,235
Private room in a nursing home	\$6,965
Care in an assisted living facility (one- bedroom unit)	\$3,293
Care in an adult day health care center	\$2,010

Source: National Clearinghouse for Long-Term Care information, www.longtermcare.gov. January 2012.

When Is The Right Time To Buy?

When Coverage Is Bought	
Under Age 44	4.2%
Age 45 to 54	22.3%
Age 55 to 64	54.0%
Age 65 to 74	18.5%
Age 75 or older	1.0%

When Claims Begin	
Under Age 50	0.5%
Age 50 to 59	1.3%
Age 60 to 69	7.5%
Age 70 to 79	31.5%
Age 80 and over	59.2%

Source: National Clearinghouse for Long-Term Care information, www.longtermcare.gov. January 2012.

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- Need for Life Insurance
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 - **What is it?**
 - **If you don't use it, you don't lose it**
 - **Choosing your coverage**
- Summary



What Is It?

The Long-Term Care Services RiderSM

- Is an accelerated benefit available at issue with certain individual permanent life insurance products.
- Provides you with a benefit you can use for your lifetime, and is a versatile way to pay for some of qualifying expenses associated with long-term care.
- May advance all or a portion of a policy's death benefit through monthly benefit payments that can help pay for qualified long-term care services.
 - Physician must certify that you have become chronically ill and otherwise qualify under the rider.



If You Don't Use It, You Don't Lose It

With the Long-Term Care ServicesSM Rider:

- There is **NO** requirement to use
- 100% of unused benefit passed to beneficiaries upon death
- If you decide to add the Long-Term Care ServicesSM Rider to your permanent life insurance policy and don't receive payments under the rider, the policy's entire death benefit will pass to your beneficiaries when you die.
- In other words, if you do not use your long-term care protection, but you have paid the rider charge for the option to accelerate the death benefit, the death benefit will pass to your beneficiaries when you die.
- Note: There is no refund of the rider charges if the rider is not exercised



Choosing Your Coverage – Monthly Benefit Percentage

- You can choose the Monthly Benefit Percentage at policy issue, either 1%, 2%, or 3%:
- Allows you to pick percentage that works for you

The minimum and maximum issues ages for the benefit amount percentages are:		Monthly benefit on a policy with a \$1M face amount	
1%	Issue ages 20-75	1%	\$10,000
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LTCS Cost of Insurance (COI) Rates

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Death Benefit Option	Acceleration Percentage
A	20%-100%
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Acceleration of \$1M Death Benefit			
Death Benefit Option	Acceleration Percentage	Benefit Percentage	Monthly Benefit
A	50%	2%	\$10,000
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Disclosures

LIMITATIONS AND EXCLUSIONS:

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- If benefits are sought only because a third party requires that this rider be exercised (as, for example, to obtain or maintain a government assistance benefit);
- For an attempted suicide or intentionally self-inflicted injuries;
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convenience



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Disclosures

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The product brochure for the applicable life insurance policy must accompany the ***Long-Term Care ServicesSM Rider Planning Perspectives*** and the ***Long-Term Care ServicesSM Rider brochure***

Disclosures

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Fixed life products are co-distributed by AXA Network, LLC and AXA Distributors, LLC.

Actual terms and conditions of the Long-Term Care ServicesSM Rider are contained in Rider Form ICC12-R12-10. This rider has exclusions and limitations under which the rider may be continued in force or discontinued. It may not be available in all jurisdictions. For more information, costs and complete details of coverage, contact your life and health insurance licensed financial professional or the company.

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For complete details regarding rider costs of coverage, call your Financial Professional.

The issuing life insurance company has sole financial responsibility for its own obligations.

The rider is intended to be federally tax-qualified.

RIDER FORM:ICC12-R12-10.

Questions?

Thank You for Your Time!

Long-Term Care ServicesSM is a service mark of AXA Equitable Life Insurance Company.

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1290 Avenue of the Americas, New York, NY 10104, (212) 554-1234

State:	Arkansas	Filing Company:	AXA Equitable Life Insurance Company
TOI/Sub-TOI:	LTC03I Individual Long Term Care/LTC03I.001 Qualified		
Product Name:	Accelerated Death Benefit for Long-Term Care Services		
Project Name/Number:	Accelerated Death Benefit for Long-Term Care Services Sales Materials/GE-67921 (5/12) ET AL		

Superceded Schedule Items

State:	Arkansas	Filing Company:	AXA Equitable Life Insurance Company
TOI/Sub-TOI:	LTC03I Individual Long Term Care/LTC03I.001 Qualified		
Product Name:	Accelerated Death Benefit for Long-Term Care Services		
Project Name/Number:	Accelerated Death Benefit for Long-Term Care Services Sales Materials/GE-67921 (5/12) ET AL		

Attachment 6078-LongTermCare-Client_Video1-v10_001--Part 1.wmv is not a PDF document and cannot be reproduced here.

Attachment 6078-LongTermCare-Client_Video1-v10_002--Part 2.wmv is not a PDF document and cannot be reproduced here.

Attachment 6078-LongTermCare-Client_Video1-v10_003--Part 3.wmv is not a PDF document and cannot be reproduced here.

Athena UL/LTCSR Video Script FINAL – Client

Open- Laurie Sall

Learning more about life insurance can be an important first step to reaching your financial goals. Soon you'll hear from an AXA Equitable client, Earl, about why life insurance was important to him and how his Athena Universal Life policy with the long term care services rider from AXA Equitable worked well with his financial plan.

Athena Universal Life is a flexible premium universal life insurance policy with the primary purpose of providing funds to your loved ones upon death. It has a secondary potential of building policy cash values.

Depending on your anticipated future needs, if you qualify, you can, like Earl, have the option to purchase a long term care services rider, at an additional cost, once you and your financial professional determine which life insurance policy is right for you.

Addition of the rider to a typical AXA Equitable policy, in many cases, will increase your premiums by 5-10% depending on the benefit you choose. But it's important to note, you must qualify both medically and financially for the life insurance coverage and there may be additional qualifications to acquiring the rider.

So how does the long term care services rider work? With this rider, a portion or all of the death benefit, up to the face amount, may be advanced while you are still alive to pay for qualified long term care services...So you can get the life insurance protection you want now with some peace of mind your savings may not be depleted later should you have long term care expenses.

Plus, as you'll soon hear from Earl, this type of plan is set up to meet the needs of your family because....first you have the death benefit coverage and...additionally, if you have qualified long term care services, you don't have to submit receipts to get reimbursed. This is called an indemnity style benefit which pays a specified amount monthly based on the percentage of the long term care benefit amount you select at the time of purchase.

Contact your financial professional if you'd like additional information. Now, let's get to Earl's story.

Interview with Earl Ishbia – Purchased an Athena UL policy:

When and why did you become concerned about needing life insurance?

We'll ask Earl to talk about his life insurance needs first then share the following story...

Earl stated that his concern began a few years ago. His mother is now 94 years old so he feels that he'll probably live a long time too and wants to plan accordingly.

Why did you choose AXA Equitable's policy?

He liked the fact that his AXA Equitable life insurance policy with a long-term care rider would be payable in the event of his death or in the event of a qualified long-term care service. He liked it so much that he bought one on his wife's life for the same amount. He figured that as long as he paid for his policy then he would be assured of collecting a benefit from this insurance company.

He stated he is either going to get sick or die. He likes the fact that either he or his family would receive a benefit from this policy.

The thing that was very appealing to him was the indemnity style benefit so that in the event of a long-term care need, he would receive a check each month. He thought that this would make things easier for his family in the event he should make a claim.

Contact a Financial Professional for More Information**Disclosures**

This is the current opinion of Earl Ishbia and is reflective of Earl Ishbia's personal opinions of AXA Equitable's products.

The experiences expressed here may not be representative of the experience of other clients.

The experiences expressed here are no guarantee of future performance or success.

There are fees and charges associated with Athena Universal Life that include insurance fees, surrender charges, administrative fees and charges for optional riders. Additionally Athena Universal Life and riders have restrictions and limitations.

Long- Term Care Services Rider (LTCSR)

This optional rider provides for an acceleration of the policy death benefit (up to the long-term care maximum total benefit) as monthly benefit payments when the insured is chronically ill and is receiving qualified long-term care services, in accordance with a plan of care as defined in the rider. The monthly benefit payments paid are a percentage of the long- term care maximum total benefit at the point the long-term care benefit payments begin subject to HIPAA limits. The benefit payment is treated as a "lien" against the policy, similar to the Living Benefits Rider (LBR). The lien does not accrue interest. The rider has no cash value.

Availability

- The LTCSR is available at issue only for ages 20 – 75 and underwriting classes standard or better with no flat extra charges. Backdating to save age 75 is not permitted.
- The rider is available subject to state approval. In TX if the LTCSR is elected, the LBR is not on the policy.

Limitations:

The LTCSR is not available in the following situations:

- If you are classified by underwriting as substandard
- If you elect the disability waiver of monthly deductions or disability premium waiver and the rider is declined or issued on rated basis (even if base policy is standard or better)
- If the Good Health Credit Program (GHCP) is used to improve a substandard rating
- Certain illnesses, impairments or conditions relating to morbidity are identified, even if the mortality risk is standard
- If you have a guaranteed issue policy
- If simplified underwriting including Preferred Client Program was applied
- If the International Underwriting Program was applied
- If you are a foreign national residing in the U.S. on temporary basis
- If the policy is issued with an exclusion rider
- If the policy was a Qualified plan or otherwise subject to ERISA (Employee Retirement Income Security Act)
- Policy is reinsured (including Equitable Agents Reinsurance Company “EARC”)
- If you elect the Cash Value Plus Rider or Return of Premium Rider
- Replacement of other long-term care coverage (rider or standalone policy)
- If the insured is eligible for Medicaid

Features

- The initial Long-Term Care Specified Amount is the face amount of the base policy at issue times the acceleration percentage (1, 2 or 3%). This amount may change due to policy transactions, and will be reduced at the end of a period of coverage to reflect benefits paid during that period of coverage. The maximum long-term care face amount that can be issued with the rider is the amount that would result in \$50,000 of maximum monthly benefit for all long-term care coverage issued by AXA Equitable and affiliated companies.
- The minimum Monthly Benefit Payment is \$500 and the maximum is 200% (100% in NY) of the applicable daily HIPAA limit times 30. For 2012, the daily amount is \$310, resulting in a maximum monthly benefit of \$18,600.
- The long-term care benefit percentage is 1% or 2% for Issue Ages 20 – 75 and 3% for Issue Ages 20 – 70. The percentage is selected at issue and cannot be changed after issue.
- The benefit payments reduce all policy values, e.g., Face Amount, Policy Account Value, etc. If there is a policy loan, a pro-rata portion of each benefit payment is used to repay the policy loan.
- All Policy Account, Extended No Lapse Guarantee and Enhanced No Lapse Guarantee monthly deductions will be waived while the policy is on LTCSR claim until the Long-Term Care total maximum benefit has been paid out. This means that the policy cannot lapse until the Long-Term Care total maximum benefit has been paid out, even if there is an outstanding loan.

Actual terms and conditions of the Long-Term Care ServicesSM Rider are contained in Rider Form #ICC12-R12-10, R12-10 or state variation. This rider has exclusions and limitations under which the rider may be continued in force or discontinued. It may not be available in all jurisdictions. For more information, costs and complete details of coverage, contact your life and health insurance licensed financial professional or the company.

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